

Ad Production Specs

To be filled out by producer of ad file. Please submit this order with a copy or fax of the ad. Thank you.

Advertiser:

Ad Size:

Contact:

Phone:

File Name:

File Type and other information

We would prefer to receive ads as **PDF** file types with the **fonts and graphics embedded**.

All photos and art must be in the **CMYK** process color mode and be 180dpi for newspaper ads, 266dpi for glossy.

We work off a Macintosh platform.

Black and white ads should come in with all photos and graphics in black and white.

See below for color configurations.

Note: Due to company policy we will substitute fonts as necessary. We cannot download any outside fonts. We have the Adobe font library and we will attempt to match fonts as closely as possible.

Ad Sizes

We work off a 50" web. Please refer to the chart below for correct ad widths. **Note:** Tab sizes are retail sizes except for full page and doubletruck

Retail Ad Sizes:

1 col	1.799"
2 col	3.764"
3 col	5.729"
4 col	7.695"
5 col	9.660"
6 col	11.625"
Doubletruck	23.875"

Quartfold Ad Sizes:

1 col	1.750"
2 col	3.625"
3 col	5.5"
full page	5.5"x10"

Tabloid Page Sizes:

full page	9.660"x11.625"
Doubletruck	20.500"x11.625"

Classified Ad Sizes:

1 col	1.181"
2 col	2.485"
3 col	3.790"
4 col	5.095"
5 col	6.400"
6 col	7.705"
7 col	9.010"
8 col	10.315"
9 col	11.625"
Doubletruck	23.875"

Color Guide

All colors, spot and full, need to be built as CMYK. Below are the spot colors available on our press.

Spot Colors Available (build as CMYK):

#1 Lemon Yellow (100% yellow)	#10 Cerise (100% magenta, 5% cyan)
#2 Deep Yellow (100% yellow, 5% magenta)	#11 Regal Blue (100% cyan, 20% magenta, 10% black)
#3 Sienna (100% yellow, 20% magenta)	#12 Sky Blue (100% cyan)
#4 Bright Orange (100% yellow, 50% magenta)	#13 Aqua (100% cyan, 20% yellow)
#5 Saddle Brown (100% yellow, 40% magenta, 10% black)	#14 Bright Green (100% cyan, 100% yellow)
#6 Brilliant Red (100% magenta, 100% yellow)	#15 Killarney Green (50% cyan, 100% yellow)
#7 Cherry Red (100% magenta, 30% yellow)	#16 Lime (20% cyan, 100% yellow)
#8 Rose (100% Magenta)	#17 Purple (70% cyan, 100% magenta)
#9 Fuchsia (60% magenta)	

*We will be happy to answer any questions you may have regarding the building or transferring of ad files.
Please feel free to call our Prepress Department at (360) 754-5450. Thank you!*

The Olympian 111 Bethel St., P.O. Box 407, Olympia, Washington 98507